


**Facsimile Transmission**

April 26, 2002

**FAX RECEIVED**

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APR 26 2002

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Our Ref.: 10423-004-999 and 10423-006-999

Recipient: Examiner Chaki

Facsimile Number: **703-305-8266**

Company: U.S. Patent and Trademark Office

Your Ref.:

**Message**

Confirmation copy will not follow.

RE: U.S. Application Serial No. 09/780,785  
 Filed: February 9, 2001  
 Title: **SYSTEM AND METHOD FOR CONTROLLING THE FREQUENCY OF ADVERTISEMENTS DISPLAYED DURING MEDIA PRESENTATIONS**  
 Inventors: Cannon et al.

U.S. Application Serial No. 09/844,523  
 Filed: April 27, 2001  
 Title: **SYSTEM AND METHOD FOR DETERMINING SUITABLE BREAKS FOR INSERTING CONTENT**  
 Inventors: Cannon et al.

Dear Examiner Chaki:

This is in response to your request for evidence that we notified the applicant that we filed a Request for Permission to Withdraw as attorneys on the two above-identified applications.

As noted in our Request, the applicant and attorneys of record mutually agreed to terminate the representation of the applicant by the attorneys of record. An email dated January 2, 2002 from the client and assignee of record, PSM Global, Inc., instructed us to withdraw as attorneys of record. This email is attached to each of our Requests to Withdraw.

On January 29, 2002, we filed our Requests to Withdraw. As indicated in the second paragraph of letters dated January 29, 2002, we notified our former client that we filed these Requests. Copies of our letters of January 29, 2002 are attached.

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If you have any problems regarding this transmission, please contact Lydia Stough at 650-849-7778.

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CAI - 304552.1



Examiner Chaki  
April 26, 2002  
Page 2

If you hav any questions, pleas call me at 650-849-7777.

Very truly yours,

A handwritten signature in black ink that reads "Frank E Morris". Below the signature, the name "Frank E. Morris" is printed in a smaller, sans-serif font.

FEM/lS

Enclosures

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If you have any problems regarding this transmission, please contact Lydia Stough at 650-849-7778.

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January 29, 2002

Kimble Cannon  
PSM Global, Inc.  
PO Box 2531  
Merrifield, VA 22116

WRITER'S DIRECT DIAL:  
(650) 849-7777  
INTERNET ADDRESS:  
MORRIS@PENNIE.COM

Re: Transfer of PSM Global, Inc. files  
Our Reference: 010423-0002-999

Dear Kimble:

Pursuant to your email instructions of January 2, 2002, we are no longer responsible for any patent matters on behalf of PMS Global Inc., and enclose herewith copies of our files for the applications we were handling. A chart showing the filing details and current status of each case is also enclosed.

In accordance with your instructions, we filed a Request to Withdraw as Attorneys of Record in each pending case. However, please prepare and file the appropriate Revocation of Power of Attorney for each file so that the Patent and Trademark Office will send further communications to you. Of course, in the event that we receive anything from the Patent and Trademark Office, we will forward it to you.

Please acknowledge receipt of these files by signing and dating the enclosed copy of this letter and returning it to my attention.

Very truly yours,

PENNIE & EDMONDS LLP

A handwritten signature in black ink, appearing to read 'Frank E. Morris'.

Frank E. Morris

FEM/mo  
Enclosures

cc: Wayne Nocero  
Rebecca Rivera

Receipt Acknowledged: \_\_\_\_\_ Date: \_\_\_\_\_

CAJ - 296140.1

\*\* TOTAL PAGE.05 \*\*